

## **REMARKS**

Receipt of the Office Action of March 31, 2008 is gratefully acknowledged.

Claims 10 - 18 were presented for examination. These have been rejected under 35 USC 103(a) by Bugarin in view of Bezos.

These references have been carefully considered against the invention as claimed. As a result, the rejection is respectfully traversed.

As noted in the specification, an essential feature of the invention is that the customer first selects a product line, utilizing a query of basic data via the Internet from a product database located with the manufacturer. Then a first identifier characterizing the product line the customer has selected is transmitted from the manufacturer-side server to the customer-side client computer. The exact specification of a product from the product line then occurs with the help of a planning module by local query of special application data, directly on the client computer, i.e., the data which may contain confidential matter stays at the client's location. The planning module then expands the first identifier to a second identifier, which uniquely characterizes the product. Finally, the second identifier is transmitted to the manufacturer-side server and, as required, an order is released.

Again, an important aspect of the present invention is that a pre-selection of a product line is made via the Internet, and the exact specification of the product is done locally at the customer-side. An advantage of the present invention is that no application data, which could include operating secrets, need be shared with third parties.

Neither reference, considered alone or in combination teach the invention as described and claimed.

Bugarin discloses a system that provides a remote ordering system for a Coriolis

flowmeter. Bugarin refers to a remote Coriolis flowmeter sizing and ordering system which is provided by a server. The server begins by receiving input flow stream parameters from a remote client computer. The server then determines flowmeter parameters from the input flow stream parameters received from the remote client computer, i.e., the client has to transmit data which may be confidential and contain company know how over the Internet. The server then determines at least one model of flowmeter suitable for the flowmeter parameters. The suitable models of flowmeters are then transmitted to a remote computer where a customer may then place an order for one of the models suitable for the flowmeter parameters. Unlike the invention, Bugarin discloses that flow stream parameters are transmitted from the client to the server. There are no identifiers in Bugarin.

Bezos discloses an Internet-based customer referral system that enables individuals and other business entities to market products in return for a commission, that are sold from a merchant's Web site. The system includes automated registration software that runs on the merchant's Web site to allow entities to register as associates. Bezos discloses an identifier characterizing a selected product, but this identifier has no meaning in the context of the present invention. As described in col. 5, lines 41-44 of Bezos, the identifier is a ISBN, an identifier for ordering a selected written document. As noted in col. 7, lines 26 - 30, the identifier is a unique identifier of an associate. The description in col. 8, lines 1 - 11 is also not appropriate as a means of providing the person skilled in the art with the needed knowledge to provide a first and second identifier as is claimed in the present claims.

Claims 10 and 12 have been amended formally only. The essence of the invention discussed above can be found in the pending claims, which, as noted above, patentably distinguish over Bugarin and Bezos, either alone or in combination.

In view of the foregoing, reconsideration and re-examination are respectfully requested and claims 10 - 18 allowed.

Respectfully submitted,  
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